

# CITY OF LAS VEGAS



## Historic Downtown Post Office/Courthouse Redevelopment Concept

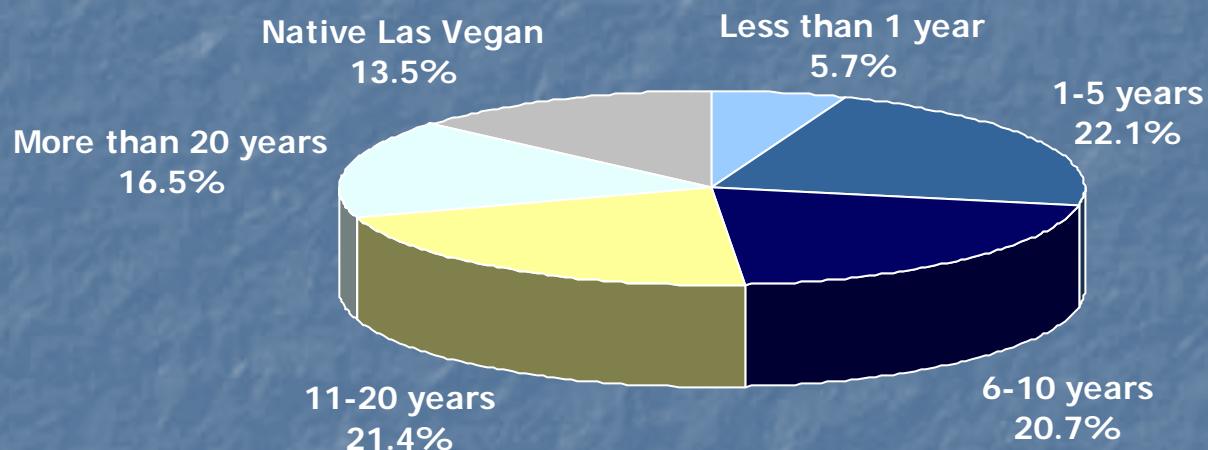
Telephone and Intercept Surveys  
March 2006

Prepared by

strategic  surveys



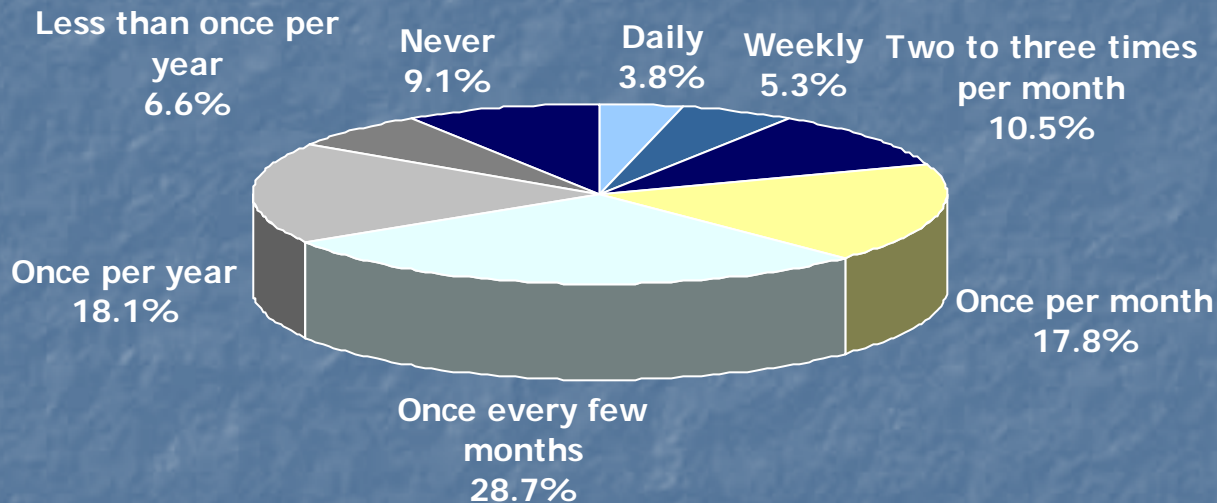
## How long have you lived in the Las Vegas Valley?



- 72.7% of the local residents interviewed have lived in the area for more than 5 years.



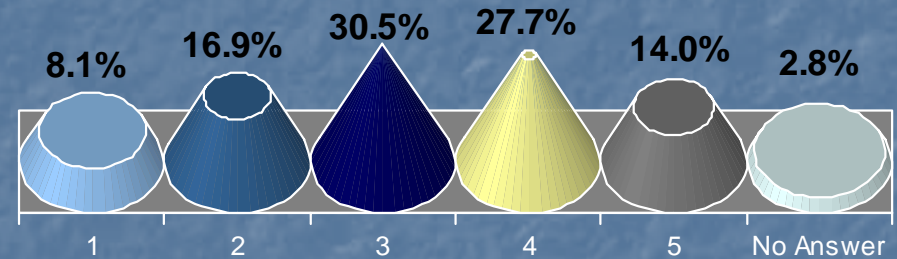
How often do you visit Las Vegas' tourist corridors such as the "Strip," Fremont Street, etc.?



- 37.4% of local residents visit the "Strip"/Fremont Street, etc. at least once per month.

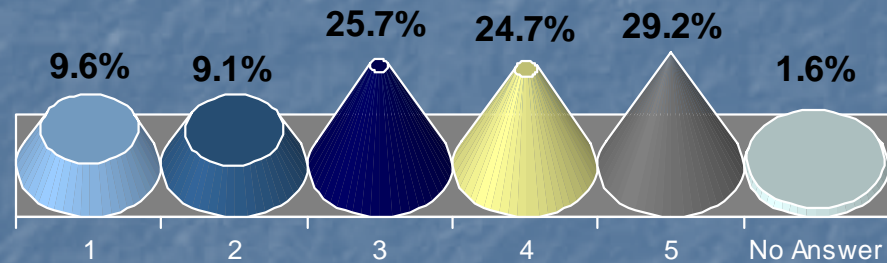


On a scale of one to five where one is low and five is high, how would you rate the quality of cultural facilities/events in Southern Nevada?



■ Mean: 2.23

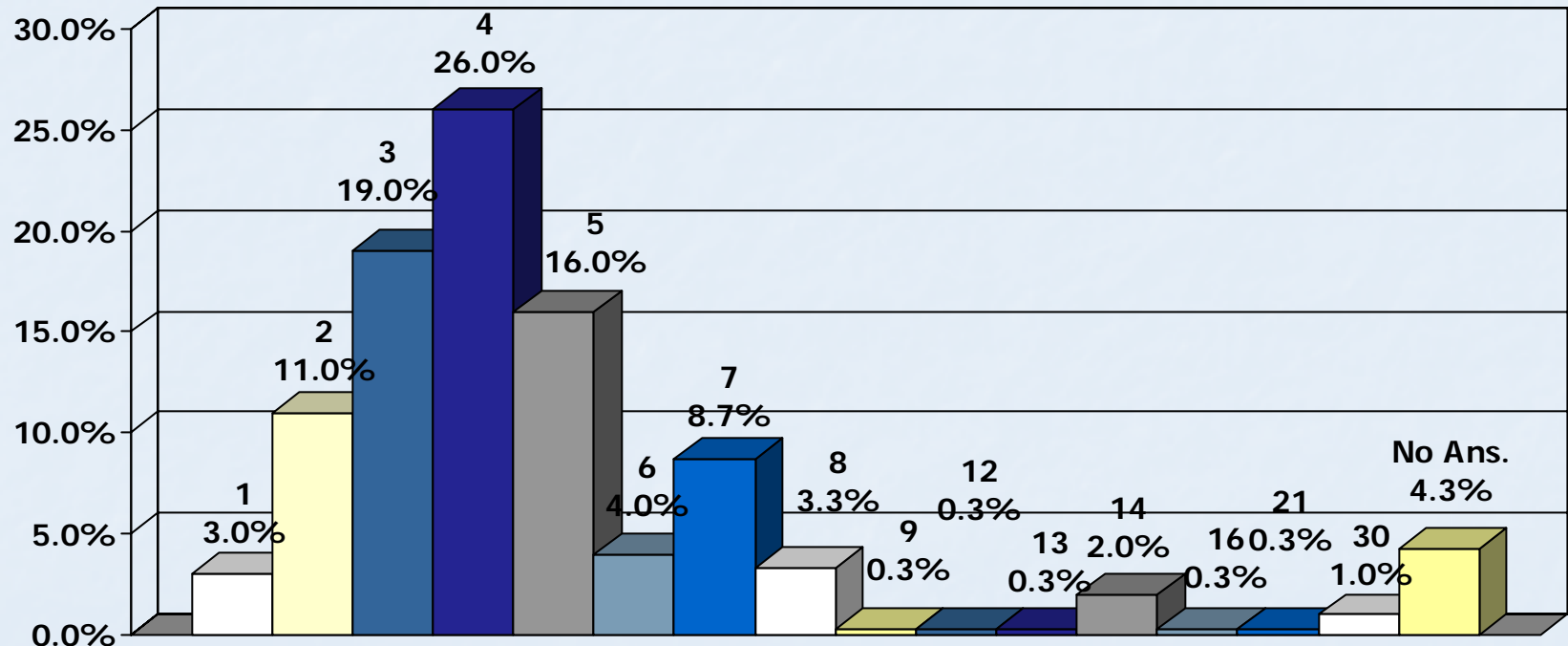
On a scale of one to five where one is low and five is high, how would you rate your level of support for creating more cultural facilities/events in Southern Nevada?



■ Mean: 3.56



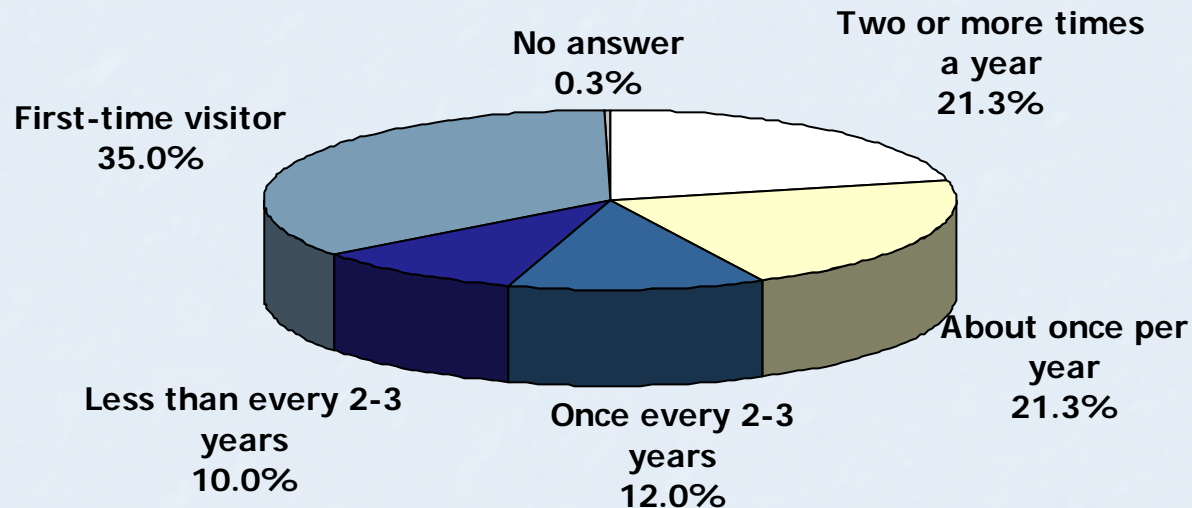
How many days will you be spending in Las Vegas this trip?



- The average reported stay by visitors to the Las Vegas valley is approximately 4 days.



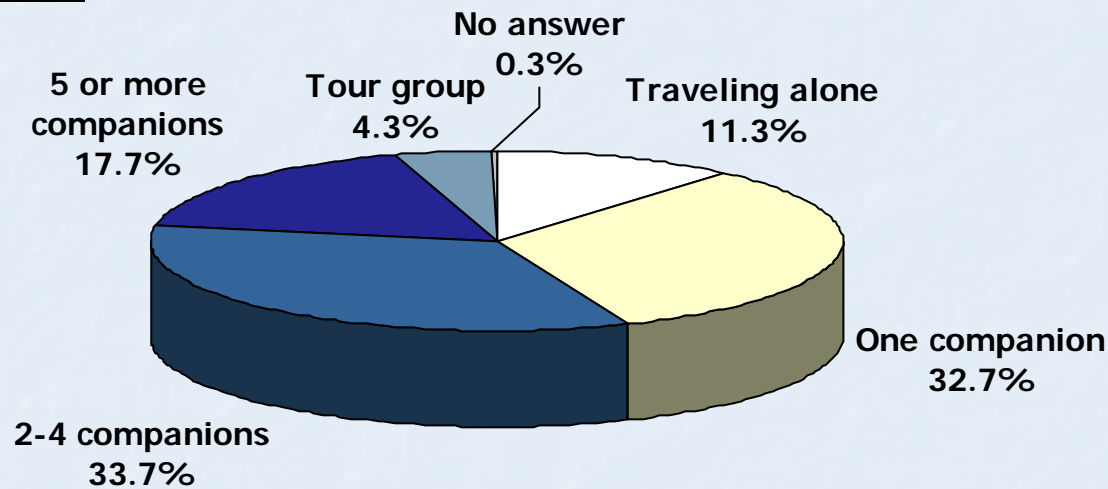
## How often do you visit Las Vegas?



- ┐ 42.6% of visitors come to Las Vegas at least once per year.
- ┐ 35% of tourists polled were first time visitors.



## How many people are you traveling with?



- 66.4% of visitors reported traveling in groups of two to five people.



For each of the following Las Vegas cultural facilities events please tell me if you have visited, are planning to visit, are interested in visiting, or not interested in visiting at all?

Facility	Have Visited	Planning to Visit on this Trip	Interested in Visiting	Not Interested in Visiting	Don't Know/ No Answer
Atomic Testing Museum	7.5%	10.33%	27.67%	49.50%	1.33%
Boulder City/Hoover Dam Museum	65.0%	7.0%	21.67%	8.83%	0.5%
Clark County Heritage Museum	26.0%	11.83%	31.5%	31.67%	2.33%
First Friday	11.0%	7.5%	27.17%	43.83%	17.33%
Gallery of History at Fashion Show Mall	30.33%	8.67%	28.33%	33.5%	1.83%
Guggenheim Hermitage Museum	25.67%	14.33%	34.17%	26.17%	2.0%
Imperial Palace Auto Collection	47.17%	8.0%	20.67%	27.83%	1.17%
Las Vegas Art Museum	30.67%	14.17%	32.33%	24.83%	1.17%
Las Vegas Historic Museum	30.17%	13.5%	38.67%	19.67%	1.0%
Las Vegas Natural History Museum	34.33%	13.5%	33.83%	19.17%	1.5%
Liberace Museum	32.17%	8.5%	17.67%	43.17%	1.17%
Lied Discovery Children's Museum	27.17%	12.33%	22.83%	38.5%	1.67%
McCarran Aviation History Museum	25.17%	9.67%	30.83%	36.17%	0.67%
The Arts District	21.67%	12.83%	32.67%	33.0%	2.83%
Walker African-American Museum	5.17%	11.33%	30.17%	54.33%	1.5%

- Of all the facilities/events tested the Boulder City/Hoover Dam Museum has been visited most by area residents.

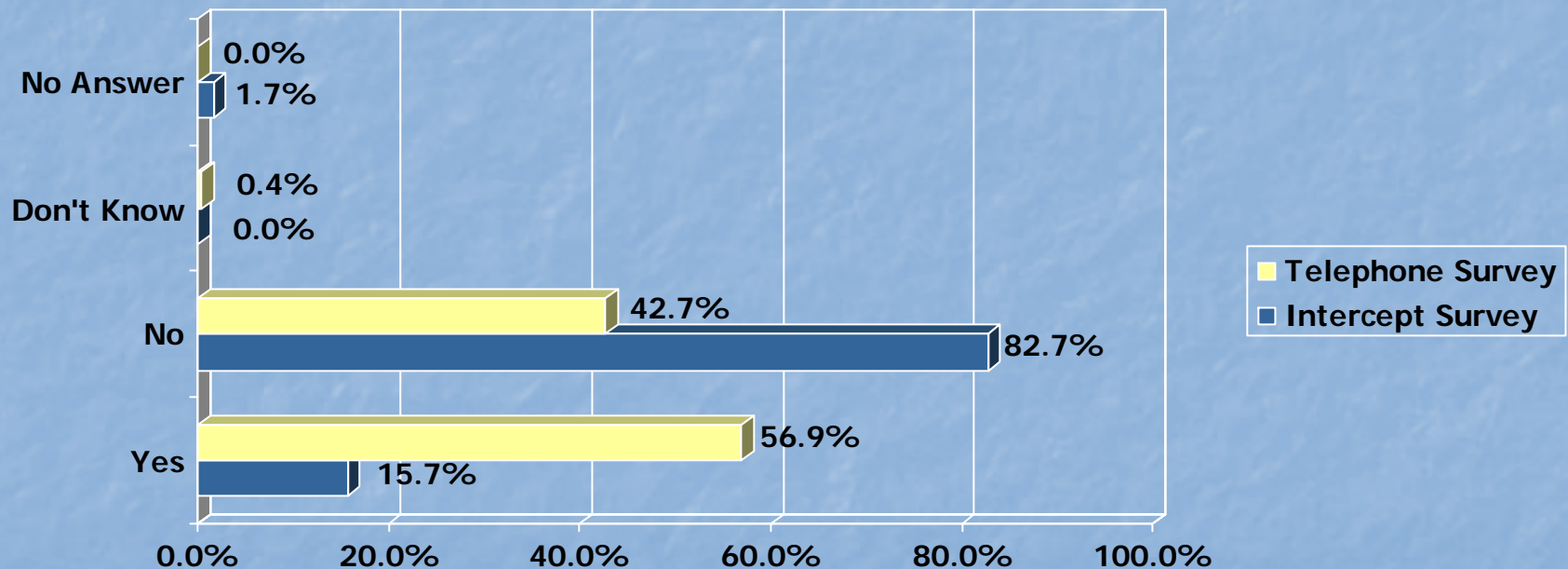
For each of the following Las Vegas cultural facilities events please tell me if you have visited, are planning to visit, are interested in visiting, or not interested in visiting at all?

Facility	Have Visited	Planning to Visit on this Trip	Interested in Visiting	Not Interested in Visiting	Don't Know/ No Answer
Atomic Testing Museum	0.33%	2.33%	21.67%	29.0%	5.33%
Boulder City/Hoover Dam Museum	34.33%	7.67%	28.33%	27.33%	2.0%
Clark County Heritage Museum	1.33%	1.0%	11.67%	80.67%	5.33%
First Friday	0.67%	1.33%	16.67%	71.67%	9.67%
Gallery of History at Fashion Show Mall	9.33%	1.0%	24.67%	60.0%	5.33%
Guggenheim Hermitage Museum	4.67%	4.0%	23.67%	61.33%	6.67%
Imperial Palace Auto Collection	14.0%	3.67%	33.0%	44.67%	4.67%
Las Vegas Art Museum	3.0%	2.0%	36.67%	52.67%	5.67%
Las Vegas Historic Museum	1.67%	3.0%	32.0%	59.33%	3.67%
Las Vegas Natural History Museum	2.67%	3.0%	27.67%	62.33%	4.33%
Liberace Museum	6.33%	2.0%	20.67%	66.67%	3.67%
Lied Discovery Children's Museum	2.0%	2.0%	17.67%	73.67%	5.0%
McCarran Aviation History Museum	2.67%	2.0%	27.333%	64.0%	3.67%
The Arts District	1.0%	1.33%	35.33%	57.33%	5.0%
Walker African-American Museum	0.0%	1.67%	23.67%	70.33%	5.33%

- Of all the facilities/events tested the Boulder City/Hoover Dam Museum has been visited most by area tourists/visitors.



Have you visited any of the previously mentioned Las Vegas cultural facilities or events more than once?



- Local residents were three times more likely than visitors to have visited a Las Vegas cultural facility or event on more than one occasion.



Please rank each of the following museum concepts as first, second, and third most interesting to you. Please listen to all responses before making your selection.

Museum Concept	Value	Percent	Comparison Value	Score
A museum of "Vintage Vegas," celebrating the flamboyant era of the 1930's through the 1950's, the historic long-lost architecture of the strip, and the city's evolution as a sparkling, neon-lit entertainment paradise	1	31.67%	#1 Rank	1
	2	13.50%	Top 3 Appearance	329
	3	9.67%	Top 3 Rank	1
	Unranked	45.17%	Mean Score	1.6
A museum of the magic of illusions such as Siegfried and Roy, David Copperfield, Lance Burton, and Penn and Teller and exhibits that illustrate famous tracks and reveal professional stories of their craft	1	20.17%	#1 Rank	2
	2	15.00%	Top 3 Appearance	300
	3	14.83%	Top 3 Rank	4
	Unranked	50.00%	Mean Score	1.89
A "behind the scenes" museum of casinos and gaming, with insider stories about card sharks, card counters, cheating scams, the "skim," legendary "whales," and "high rollers," surveillance technology and the Las Vegas "Black Book"	1	12.67%	#1 Rank	4
	2	20.67%	Top 3 Appearance	316
	3	19.33%	Top 3 Rank	3
	Unranked	47.33%	Mean Score	2.13
A "mob" museum about notorious gangsters such as Bugsy Siegel, Lucky Luciano, Al Capone, John Dillinger, the mafia The "syndicate," famous crimes,, government crackdowns, "sting" operations and organized crime's influence on Hollywood, Washington and the world	1	16.83%	#1 Rank	3
	2	20.83%	Top 3 Appearance	327
	3	16.83%	Top 3 Rank	2
	Unranked	45.50%	Mean Score	2
A "star" museum dedicated to the historic entertainment figures of Las Vegas from the 1950's and 1960's such as Elvis Presley, Dean Martin, Frank Sinatra, Sammy Davis Jr., and the Maguire sisters	1	10.17%	#1 Rank	5
	2	13.67%	Top 3 Appearance	253
	3	18.33%	Top 3 Rank	5
	Unranked	57.83%	Mean Score	348





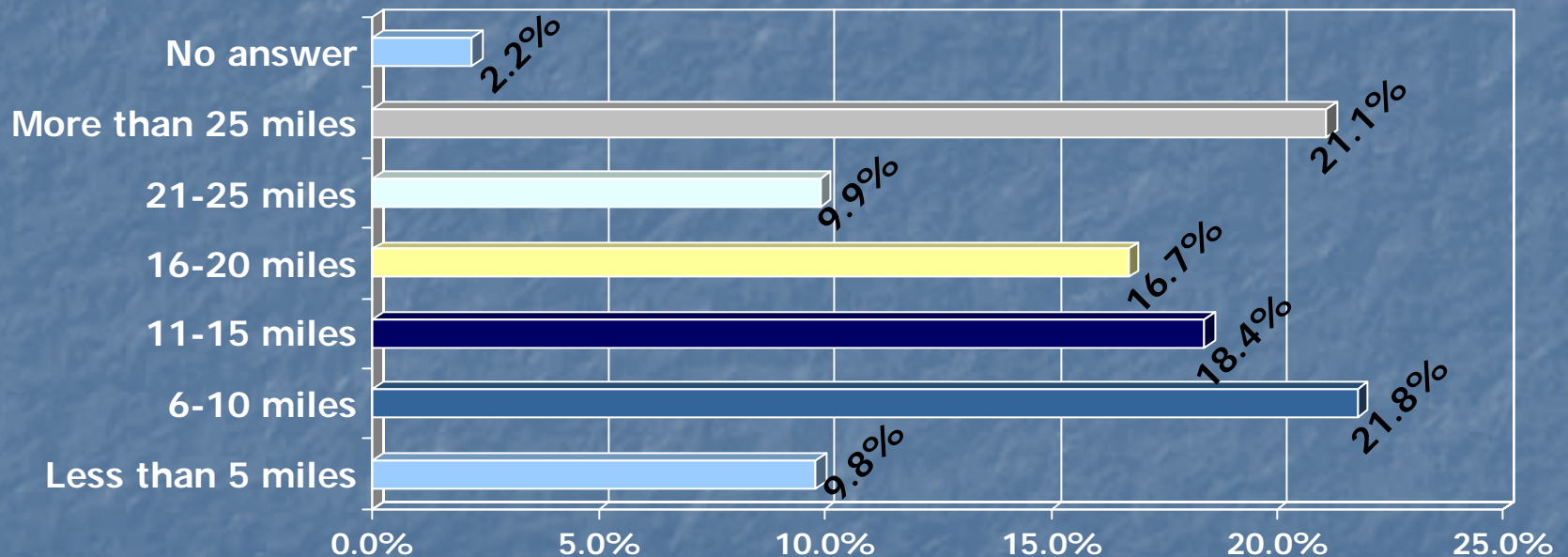
Please rank each of the following museum concepts as first, second, and third most interesting to you. Please listen to all responses before making your selection.

Museum Concept	Value	Percent	Comparison Value	Score
A museum of "Vintage Vegas," celebrating the flamboyant era of the 1930's through the 1950's, the historic long-lost architecture of the strip, and the city's evolution as a sparkling, neon-lit entertainment paradise	1	26.33%	#1 Rank	1
	2	12.67%	Top 3 Appearance	169
	3	17.33%	Top 3 Rank	3*
	Unranked	43.67%	Mean Score	1.84
A museum of the magic of illusions such as Siegfried and Roy, David Copperfield, Lance Burton, and Penn and Teller and exhibits that illustrate famous tracks and reveal professional stories of their craft	1	15.33%	#1 Rank	4
	2	18.00%	Top 3 Appearance	149
	3	16.33%	Top 3 Rank	4
	Unranked	50.33%	Mean Score	2.02
A "behind the scenes" museum of casinos and gaming, with insider stories about card sharks, card counters, cheating scams, the "skim," legendary "whales," and "high rollers," surveillance technology and the Las Vegas "Black Book"	1	19.33%	#1 Rank	3
	2	19.00%	Top 3 Appearance	176
	3	20.33%	Top 3 Rank	2
	Unranked	41.33%	Mean Score	2.02
A "mob" museum about notorious gangsters such as Bugsy Siegel, Lucky Luciano, Al Capone, John Dillinger, the mafia The "syndicate," famous crimes,, government crackdowns, "sting" operations and organized crime's influence on Hollywood, Washington and the world	1	25.00%	#1 Rank	2
	2	26.67%	Top 3 Appearance	213
	3	19.33%	Top 3 Rank	1
	Unranked	29.00%	Mean Score	1.92
A "star" museum dedicated to the historic entertainment figures of Las Vegas from the 1950's and 1960's such as Elvis Presley, Dean Martin, Frank Sinatra, Sammy Davis Jr., and the Maguire sisters	1	13.00%	#1 Rank	5
	2	21.33%	Top 3 Appearance	169
	3	22.00%	Top 3 Rank	3*
	Unranked	43.67%	Mean Score	2.16

\*The "Vintage Vegas" concept and the "star" museum concept have equal appearances in the top 3 rankings.



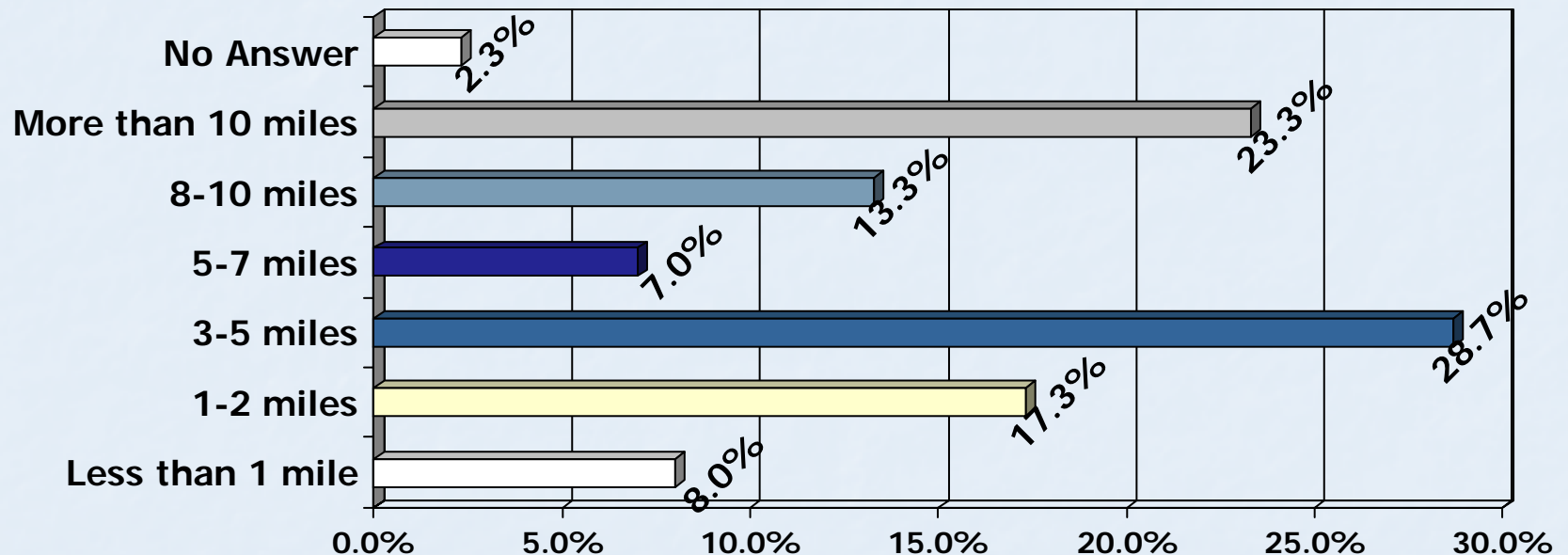
How far would you be willing to travel from your home to visit your first choice museum from the previous statement?



- 66.1% of local residents would be willing to travel more than ten miles to their first choice of museum concepts.



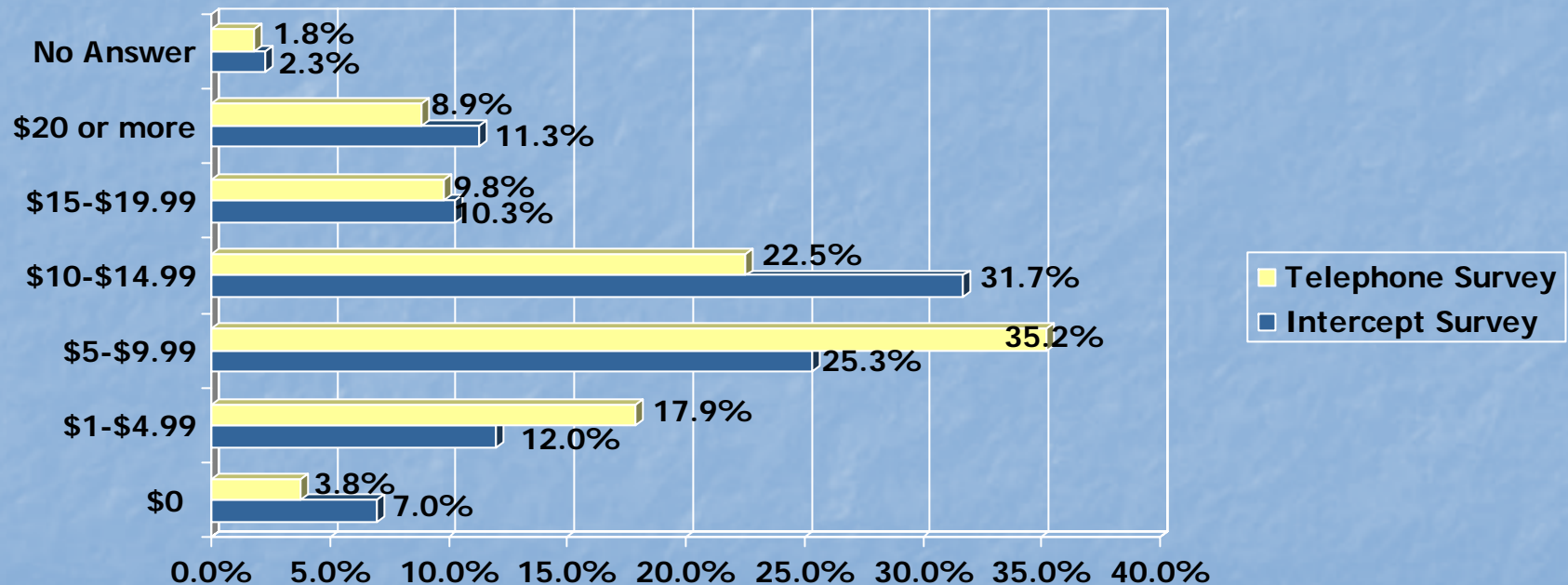
How far would you be willing to travel from your hotel to visit your first choice museum from the previous question?



- 43.6% of visitors reported a willingness to travel more than five miles to their first choice of museum concepts.



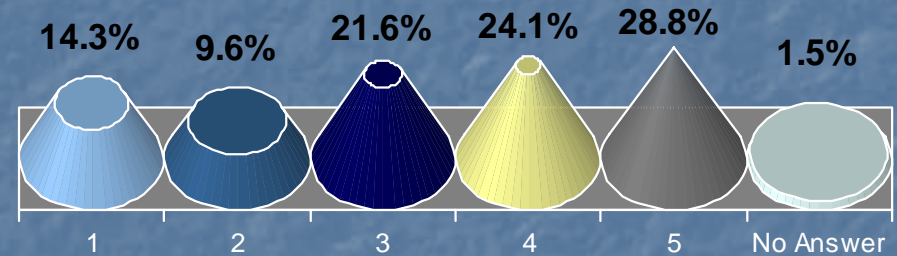
How much is the most you would be willing to pay for a ticket to this type of museum in Las Vegas?



- 53.5% of visitors and 41.2% of locals indicated they'd be willing to pay \$10 or more for a ticket to their first choice museum.

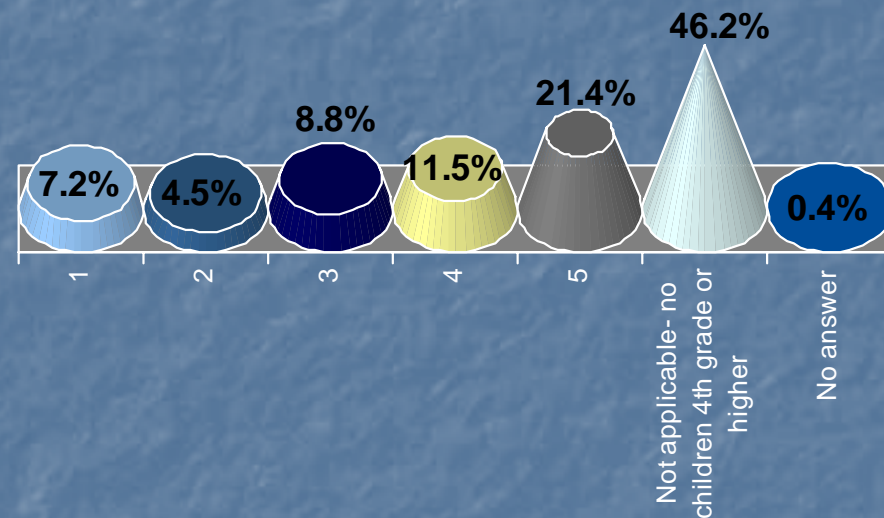


On a scale of one to five where one is low and five is high, how interested would you be in visiting a city-sponsored museum about the history of Las Vegas's relationship with organized crime, famous "Mob" figures, the government's crime fighters and landmark trials and hearings that took place in the city's historic downtown Courthouse?



- Mean: 3.44
- 52.9% of local residents gave an interest value of 4 or 5

On a scale of one to five where one is low and five is high, how interested would you be in taking your children (in fourth grade or higher) to such a museum if special educational programs, tours and activities were applied to their school's curriculum requirements?



- Mean: 3.66
- 65.8% of local respondents with children (in fourth grade or higher) indicated they would be interested in taking their children to an educational organized crime museum.

Which of the following museum themes would you be most likely to take your children (in fourth grade or higher) to?

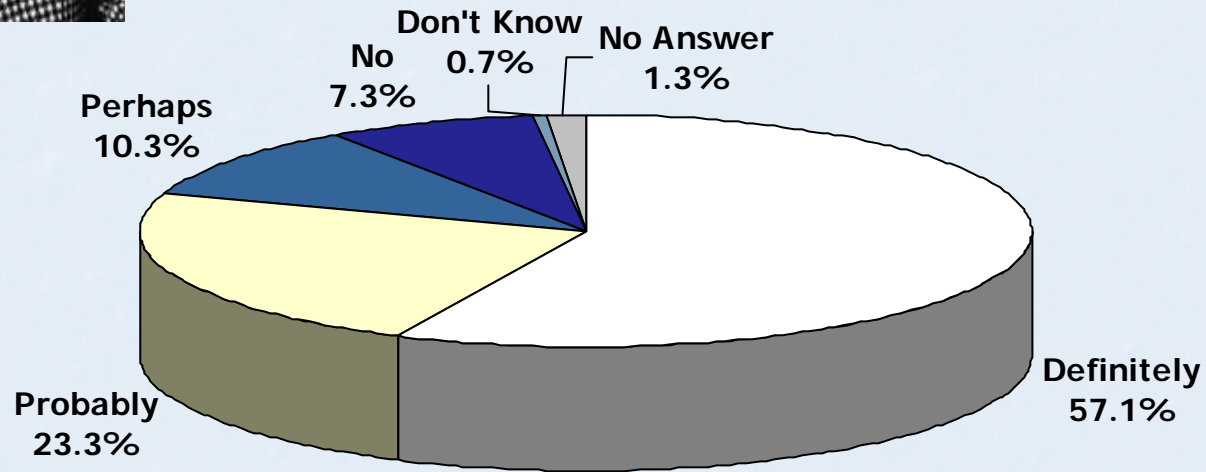
Theme	Valid %
The history and development of Las Vegas's neighborhoods and diverse communities	21.2%
Famous outlaws and crime fighters in Las Vegas history	14.7%
Both	10.9%
None of the above	3.7%
Not applicable- No children in fourth grade or higher	48.6%
Don't know	0.4%
No answer	0.4%

- 41.6% of respondents with children in fourth grade or higher reported they would most likely take their children to a Las Vegas History Museum.
- 29.8% of respondents with children preferred the outlaws/crime fighters concept.





If Las Vegas had a museum with entertaining, fun and interactive hands-on exhibits, virtual reality experience and memorabilia about organized crime, the Mafia and the "Mob" era, would you be interested in visiting it?



- 80.4% of visitors indicated they would probably or definitely visit an organized-crime, "Mob" era museum.
- For existing museums, the Las Vegas Art Museum received the highest percentage of interest for visitors at 38.7%.
- Locals were most interested in visiting the Las Vegas Historic Museum (36.7%).



# Which of the following amenities would entice you to visit a museum in downtown Las Vegas?

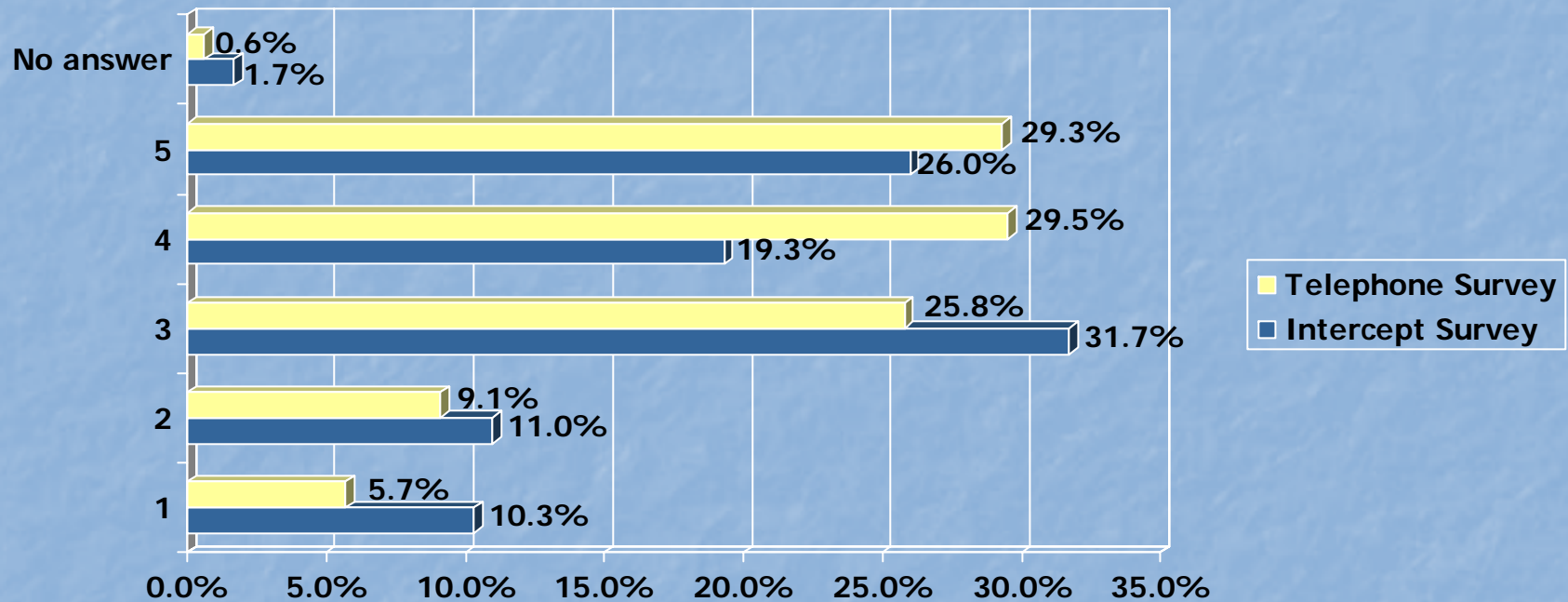
Amenity	Valid %
Culture Shuttle bus that visits Las Vegas's cultural and historic sites	51.17%
Rooftop observation deck overlooking the Las Vegas Valley	48.0%
Family oriented activities, "Family Day" at the museum	47.67%
Virtual reality reenactments of historic Las Vegas events	44.33%
Educational programs and lecture series	42.0%
Dramatizations of Las Vegas historic events	41.33%
Interactive and hands-on educational exhibits and displays	39.5%
Ticket outlet for cultural and entertainment events around Las Vegas	31.5%
Cafe	30.0%
Gift shop	23.67%
Conference room/special events room	15.17%
None of these	7.83%

# Which perspective on Las Vegas' organized crime history is more interesting to you?

	Telephone Survey	Intercept Survey
Perspective	Valid %	Valid %
<b>Criminal</b> (mobsters, gangsters, famous and the infamous, "high life and low life")	30.5%	52.3%
<b>Crime Fighters</b> (investigations, FBI surveillance, J. Edgar Hoover, famous court cases)	33.9%	16.3%
<b>Both</b>	22.3%	22.0%
<b>Neither</b>	12.6%	9.0%
<b>No answer</b>	0.8%	0.3%

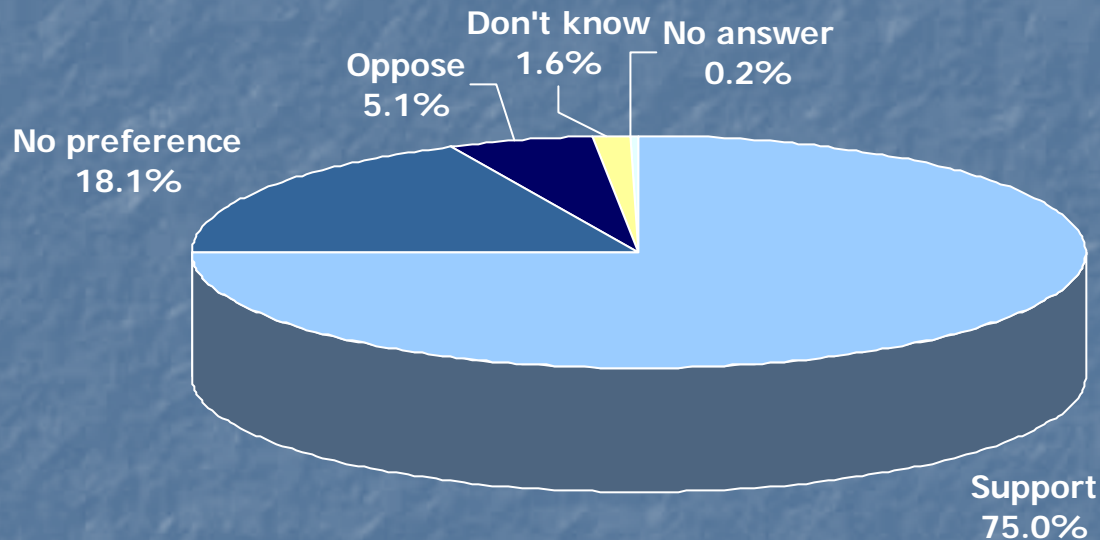
- Visitors were more likely to find "criminals" more interesting, while locals showed a slight preference for "crime fighters."

On a scale of one to five where one is low and five is high,  
how interested are you in the history and  
culture of Las Vegas?



- Telephone Survey Mean: 3.68
- Intercept Survey Mean: 3.4

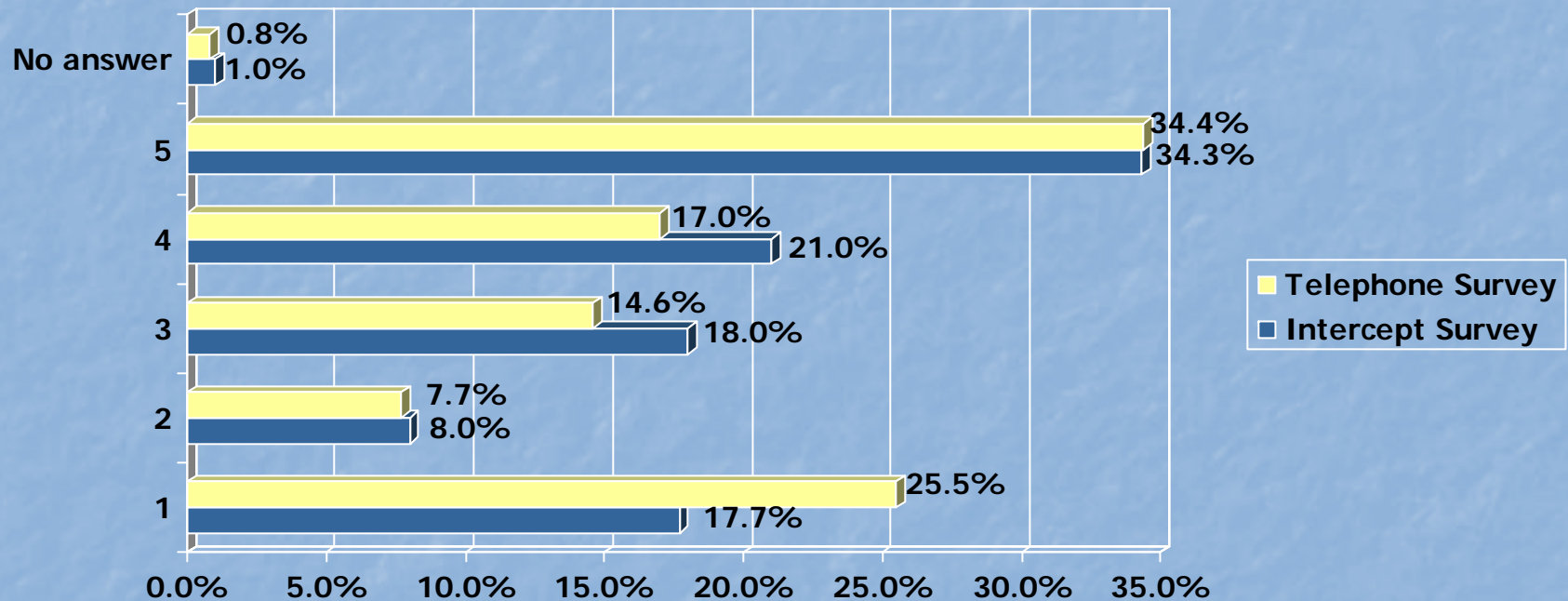
Would you support or oppose the rehabilitation of the historic post office/courthouse as a museum about the history of Las Vegas' growth from the 1930's through the 1950's, including the role of organized crime, government crime fighters and landmark trials and hearings that took place in the city's historic courtroom?



- Three fourths of area residents polled indicated they would support the rehabilitation project.

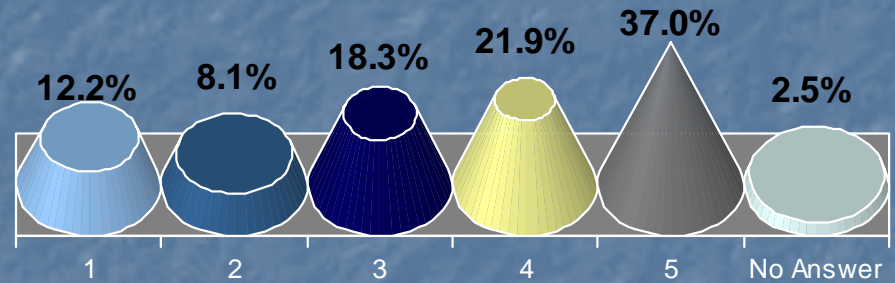


On a scale of one to five where one is low and five is high, how interested are you in riding a "Culture Shuttle" bus that would drop you off and pick you up from museums and historic and cultural sites throughout Las Vegas?



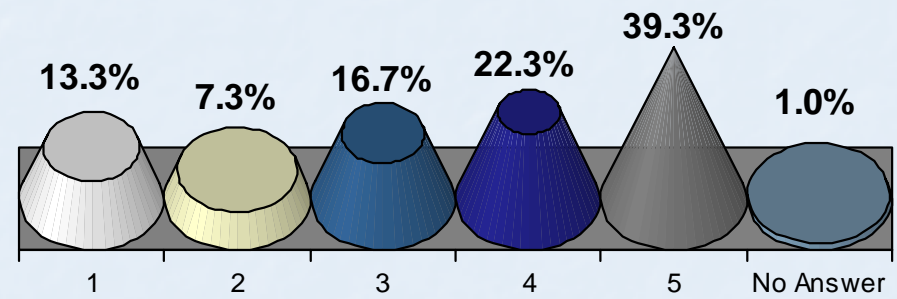
- Telephone Survey Mean: 3.27
- Intercept Survey Mean: 3.47

On a scale of one to five where one is low and five is high, how interested would you be in taking your out-of-town guests to visit an “organized crime” themed museum?



■ Mean: 3.65

On a scale of one to five where one is low and five is high, how interested are you in a centralized and discounted ticket outlet and information center for cultural and entertainment events happening in Las Vegas?



■ Mean: 3.68

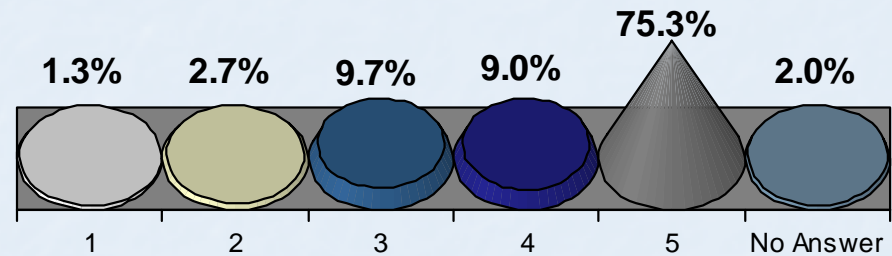


Which of the following areas do you plan on visiting while you're in Las Vegas?

Area	Valid % Yes	Valid % No
The "Strip"	94.33%	5.67%
Downtown/Fremont Street Experience	82.33%	17.67%
Hoover Dam	32.67%	67.33%
Lake Mead	18.0%	82.0%
Red Rock National Park	11.33%	88.67%
Valley of Fire	9.33%	90.67%
Mount Charleston	5.33%	94.67%
Nellis Air Force Base	10.33%	89.67%



On a scale of one to five where one is low and five is high, how likely are you to return for another visit to Las Vegas?



- Three quarters of visiting respondents gave a likelihood value of five, indicating that they would probably return for another visit to Las Vegas.

## Age

	Telephone Survey	Intercept Survey
Age	Valid %	Valid %
18-24	8.8%	19.3%
25-34	15.6%	22.0%
35-44	19.9%	22.0%
45-54	19.9%	18.7%
55-64	17.7%	12.0%
65 and older	18.2%	3.0%
No answer	-	3.0%

# Annual Household Income

	Telephone Survey	Intercept Survey
Amount	Valid %	Valid %
Less than \$25,000/ year	12.0%	13.0%
\$25,000-\$34,999	17.5%	8.3%
\$35,000-\$49,999	17.9%	14.7%
\$50,000-\$74,999	18.1%	17.7%
\$75,000-\$99,999	12.8%	13.0%
\$100,000 or more	10.1%	15.0%
No answer	11.6%	18.3%

## Employment status

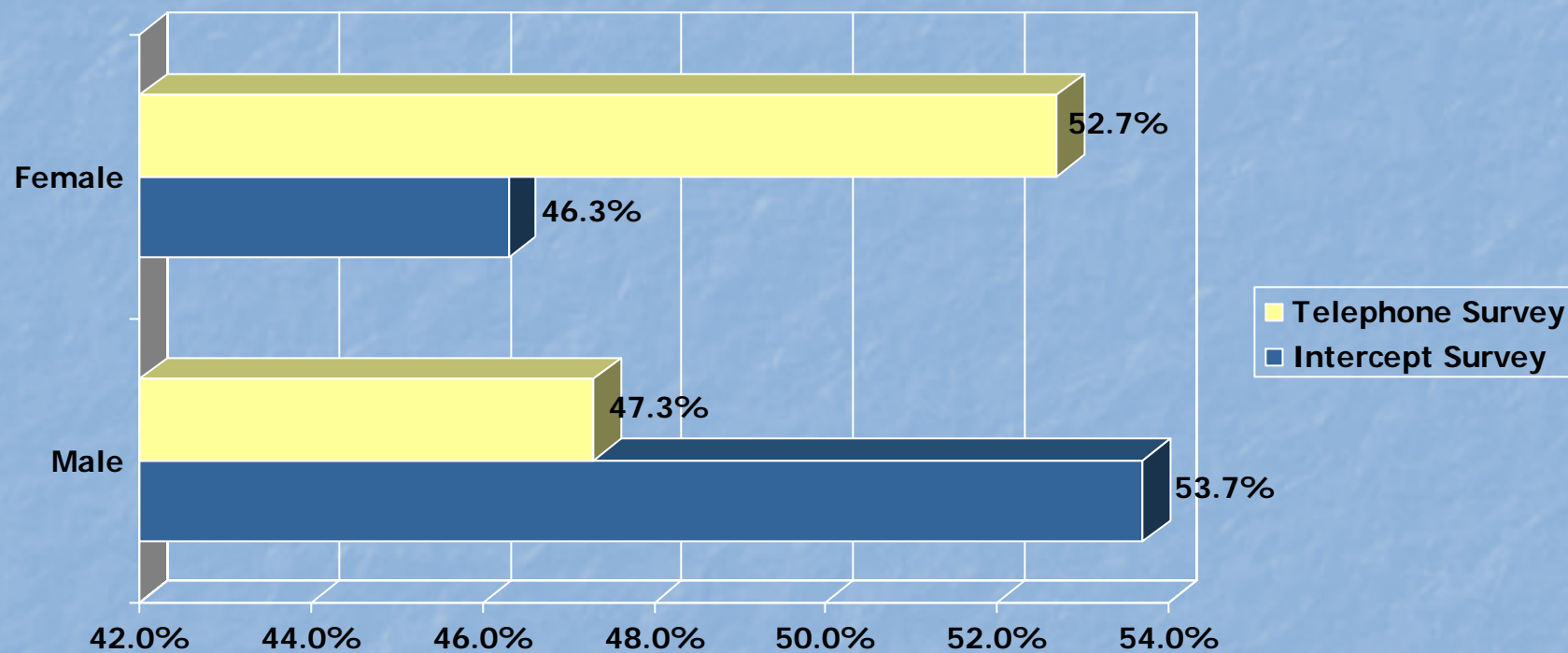
	Telephone Survey	Intercept Survey
	Valid %	Valid %
Employed Full-Time	51.0%	66.7%
Employed Part-Time	7.1%	5.0%
Full-Time Student	2.4%	10.3%
Full-Time Parent/ Homemaker	5.1%	2.0%
Unemployed, seeking work	1.8%	1.0%
Unemployed, not seeking work	1.1%	0.7%
Retired	28.8%	8.0%
Disabled	1.5%	1.3%
Military	-	0.3%
Self-Employed	1.0%	2.0%
No Answer	0.3%	2.7%



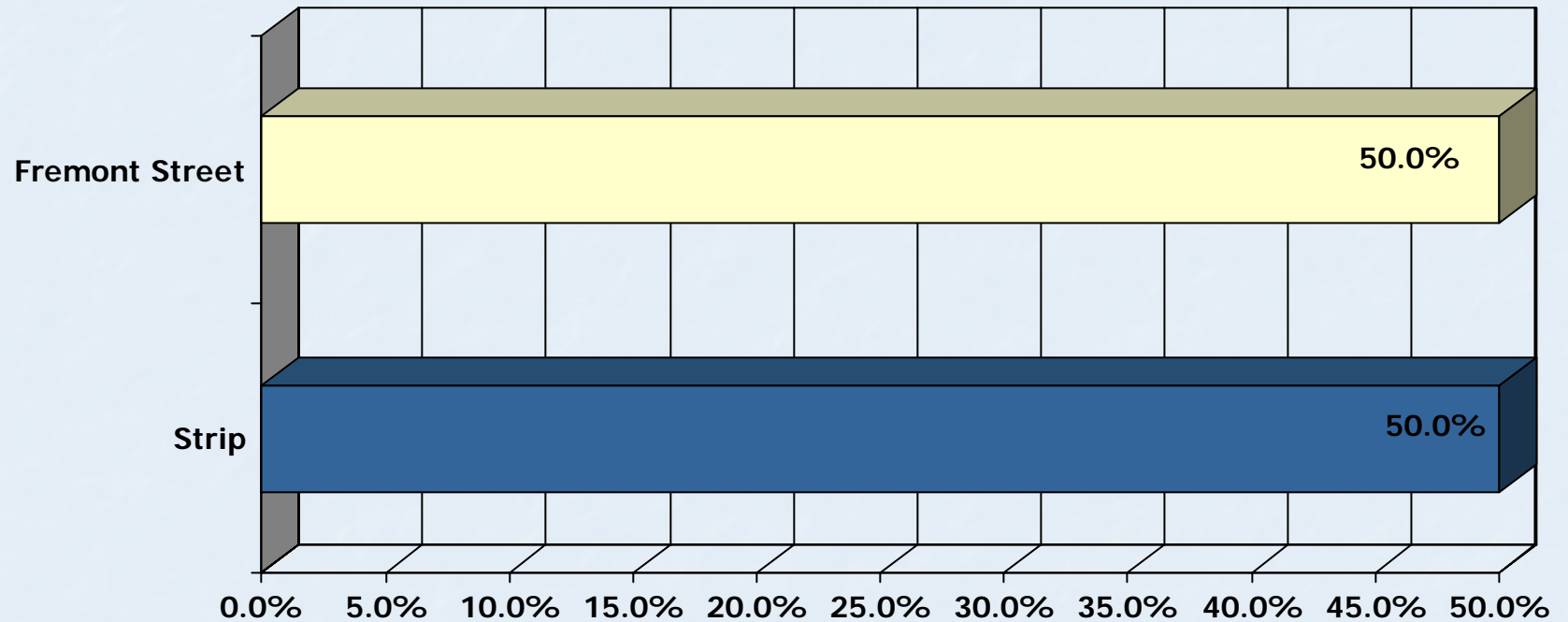
## Race/ Ethnicity

	Telephone Survey	Intercept Survey
Race/Ethnicity	Valid %	Valid %
White/ Caucasian	68.8%	76.3%
Black/ African American	10.8%	7.3%
Native American	1.6%	0.3%
Hispanic/ Latin-American	13.7%	6.0%
Asian	1.8%	0.3%
Pacific Islander	1.3%	0.7%
Middle Eastern	0.5%	-
Mixed Race	0.3%	-
No answer	1.1%	9.0%

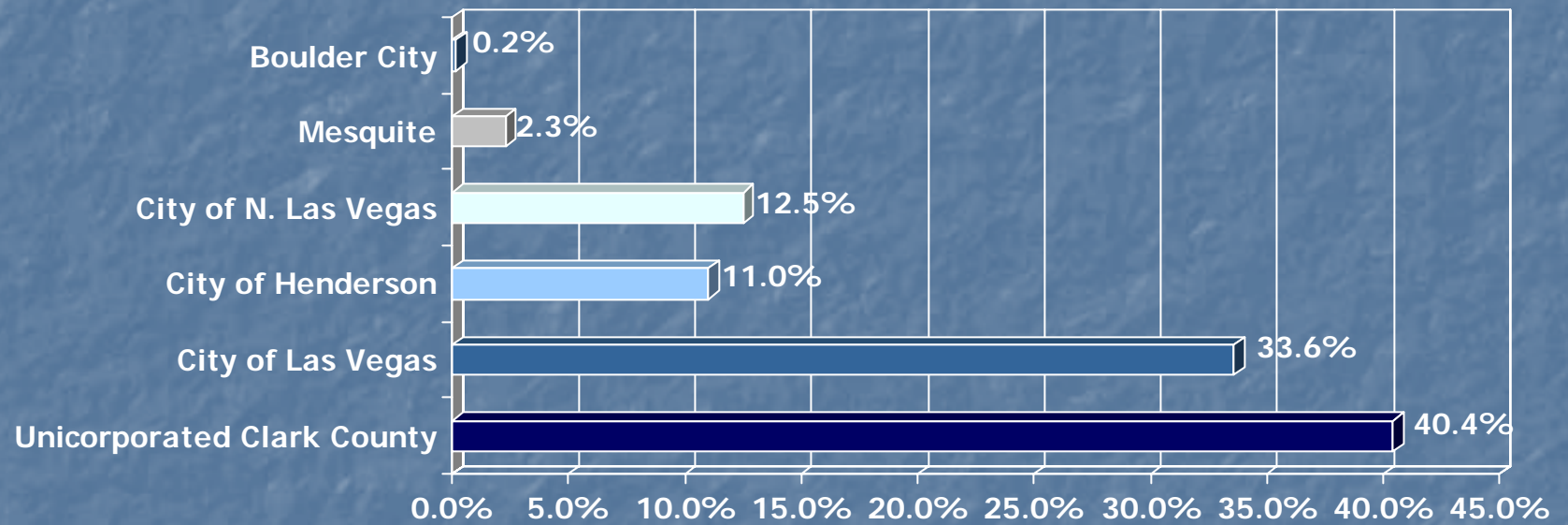
# Gender



# Location of Interviews



# Local Jurisdiction





# Visitor Projection Parameters (for tourists/visitors to the Las Vegas area)

- Direct Amenability

If Las Vegas had a museum with entertaining, fun and interactive hands-on exhibits, virtual reality experiences and memorabilia about organized crime, the Mafia and the “Mob” era, would you be interested in visiting it?

- Past Behavior

How often do you visit Las Vegas?

Have you visited any of the previously mentioned Las Vegas cultural facilities or events more than once?

- Relative Sacrifice

How far would you be willing to travel from your hotel to visit your first choice museum from the previous question?

How much is the most you would be willing to pay for a ticket to this type of museum in Las Vegas?

- Interest Intensity

On a scale of one to five, where one is low and five is high, how interested are you in the history, nostalgia and culture of Las Vegas and Southern Nevada?

# Visitor Projection Calculation

- Index Expression:  $Q_{13}=1 \& Q_{4}=5 \& [Q_{11} \geq 4 \& Q_{12} \geq 4] \& Q_{17} \geq 4$
- Projected Annual Visitorship:  
**1,671,224**
- 95% Confidence Interval:  
1,570,195-1,738,073



## Projected Ticket Sales Revenues

Ticket Price	Expected Revenue*
\$4.95	\$7,776,207.45
\$7.50	\$11,782,132.50
\$9.95	\$15,630,962.45
\$12.50	\$19,636,887.50
\$14.95	\$23,485,717.45
\$17.50	\$27,491,642.50
\$19.95	\$31,340,472.45

\* Estimation formulated using lower boundary of the 95% confidence interval for visitors only.

## Estimation: Limiting Conditions

- Our implementation of the data collection process was predicated on a need for market research measures in the form of consumer museum concept testing and the procurement of behavioral and descriptive characteristics.
- The research was not intended to function as a comprehensive diagnostic or feasibility assessment, but a register of support, perception, and predisposition for visitation among market segments and demographic subgroups.
- Although we acknowledge the findings outlined in this study report may superficially accommodate the provision of anecdotal visitor projections and corresponding financial expectation measures, these objectives were not included in the research design and are beyond the scope of this engagement.
- Strategic Surveys' neither discourages nor promotes the interpretation of our visitor projections and applicable financial expectation measurements as fact.



# CITY OF LAS VEGAS



THANK YOU

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